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News Release ~ Communiqué

Music industry directory to be produced under federal-provincial agreement

VANCOUVER, January 11, 1995 The Pacific Music Industry Association (PMIA), under a Canada-B.C. Agreement on Communications and Cultural Industries announced today by federal Heritage Minister Michel Dupuy and Bill Barlee, B.C. Minister of Small Business, Tourism and Culture, will produce a directory of west-coast talent.

The PMIA will publish a directory of the great range of talent and technical expertise of British Columbia's music industry, and will describe organizations and businesses whose services contribute to the industry's growth and diversity.

"This ambitious project meets the need for more information on the size and scope of the music sector in British Columbia," said Mr. Dupuy. "It will be a central registry that will have enormous benefits to businesses, government and national and international companies who wish to draw on B.C.'s expertise."

Mr. Barlee said: "I expect this is the beginning of a much more systematic approach to the marketing of B.C.'s music products and services. It will register the existence in B.C. of a critical mass of economic and artistic and technical talent that supports our music industry."

The Pacific Music Industry Association hopes to publish the first directory in both print and electronic forms in early 1995. Subsequent editions will depend on support from the industry and the interest of its patrons. The project will receive shared funding of $64,500. Businesses and individuals wanting to be included in this comprehensive directory should contact the Pacific Music Industry Association.

The Canada-B.C. Agreement on Communications and Cultural Industries is a two-year, $9 million federal-provincial agreement designed to assist those sectors in developing and applying innovative technology, creating new markets for their products and services and in strengthening their industrial infrastructure.

The Agreement is administered by Industry Canada and Canadian Heritage on the federal side, and the B.C. Ministries of Employment and Investment and Small Business, Tourism and Culture on the provincial side.

Funding for this project was provided for in the February 1994 federal budget and is therefore built into the existing fiscal framework. This initiative is an example of how this government is prioritizing its spending so that it can better serve Canadians by making efficient use of their tax dollars.

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